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ABSTRACT

Over a two month period, the Committee on Children's Television evaluated the response of commercial broadcasters to the Federal Communications Commission guidelines that were established in 1974. Volunteers in 12 cities monitored children's programs on network affiliated and independent television stations. Managers of local television stations were also interviewed. The survey revealed that: (1) few stations were making any real effort to present informative and educational material in exciting and imaginative ways, (2) age-specific programing was virtually nonexistent; (3) weekday programing for children was totally inadequate; (4) the number of product ads were excessive; (5) very little money was invested in children's programing; and (6) hosts of children's television shows were selling products. The appendixes contain a summary of the 32 network programs most consistently aired; the community profiles which summarize the evaluation of locally produced programs, syndicated programs, and alternative network programing; the children's television program profile form used; and the questionnaire sent to the station managers. (DS)

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CHILDREN'S TELEVISION, INC.

1511 Masonic Avenue, San Francisco, California 94117

COMMITTEE ON

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CHILDREN'S TELEVISION

REPORT CARD - 1975

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An evaluation of the effect
of the 1974 Federal Communications
Commission Report and Policy Statement
on Children's Television

for

The November 20, 1975
Regional Meeting of the
Federal Communications Commission
San Francisco

by

The Committee on Children's Television, Inc.
San Francisco

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There was a child went forth every day,
and the first object he look'd upon, that object he became
and that object became part of him for the day
or a certain part of the day
or for many years or stretching cycles of years.

Walt Whitman

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COMMITTEE ON CHILDREN'S TELEVISION

SUMMARY STATEMENT TO F.C.C.

Twenty thousand children and adults showed in April, 1975, that they care about the future of television for children. That number of people gathered in San Francisco to attend the Children's Television Fair, an event to promote and discuss quality children's television. The Committee on Children's Television, 23 Bay Area organizations, and the San Francisco television stations joined to present the Fair at the University of California Extension campus.

Visitors came to dip into the Fair's "electronic buffet."* They jammed viewing rooms to see and talk about quality programming. They left standing room only in the 30 workshops featuring 150 top resource people from the Bay Area and around the country. Participants were able to learn communication by television with the portable video equipment which also recorded every aspect of the Fair. Video documentaries demonstrating the wealth of information developed in Fair workshops are now being prepared.

"Coping With the Cookie Monster"* is a subject treated seriously today by viewers in all communities across the country. We believe in the integrity of our children and we want the best, not the worst or the mediocre, for them. We will work hard to achieve the goal of providing children with quality television, but it is apparent that we need help, and we need it soon.

In the November 1974 Federal Communications Commission Report and Policy Statement on Children's Television Programs, broadcasters were reminded that, as trustees of a valuable public resource, they had a duty to present programs specifically designed to serve the unique needs of the child audience. The policy statement included guidelines for broadcasters regarding the need to educate and inform children as well as to entertain them, the need to design

* Dick Adler, Los Angeles Times, April 25, 1975

age-specific programming, and the need to eliminate advertising practices that take advantage of the immaturity of children. Broadcasters were notified that full compliance with the guidelines would be expected by January 1, 1976. While there is controversy over the guidelines, the fact is that they exist, and the broadcasters who have undertaken the commitment to serve the public via a scarce public resource are expected to comply with FCC policy.

During the past two months, CCT has been evaluating the response of commercial broadcasters to the FCC guidelines. Volunteers in 12 cities have monitored programming that is specifically directed to children on network affiliated and independent stations in their communities.* They also interviewed managers of local stations regarding their familiarity with the guidelines and the future plans for each station regarding changes in children's programming and commercial practices.

The compilation of the data and the preparation of the survey report was done by CCT staff in San Francisco.

The appendices of this report detail the results of this survey. Appendix A contains a summary of the 32 network programs most consistently aired in all 12 markets. All of these programs appeared on weekends and the inconsistencies are noted in the summary as well as the community profiles.

Appendices B through M contain the community profiles, which summarize the evaluation of all locally produced programs aired for children, syndicated programs aired for children, and alternative network programming available irregularly on weekdays.

The survey reveals the following:

1. Few stations are making any real effort to present informative and educational material in exciting and imaginative ways. The greatest effort has

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*The study did not include adult programs, such as situation comedies or Westerns, currently aired for children, or programs of interest to children such as nature shows, because the guidelines called for programming designed <u>for</u> children.

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been made by stations that are producing local children's programs. The least effort is made by the networks. The 32 weekend programs supplied by ABC, CBS and NBC follow a straight entertainment format 87% of the time. Each program was evaluated for its treatment of history, science, literature, the environment, drama, music, fine arts, human relations, other cultures, language, reading, math, sex roles and age roles. Information in these areas was accurate 3% of the time, positive 9% of the time, and not presented 82% of the time! CCT is particularly concerned that 84% of the programs presented gave no information on racial groups or other cultures.

2. Age-specific programming is virtually non-existent. CBS supplies the only network pre-school show. ABC and NBC each supply one weekend program for older children but these are not aired in all markets. Again, in communities with responsible broadcasters, a few age-specific programs are produced locally or selected from syndicated sources. A few stations have opted to air weekday programs for older children that are supplied by the networks on a monthly or irregular basis, but this does not provide a balanced schedule.

3. Weekday programming for children is totally inadequate. Network affiliated stations offer one third the number of children's programs on weekdays as on weekends. (32 weekend vs. one daily, two monthly after-school shows and an occasional special come from the networks.) With a few exceptions, independent stations air an almost continuous diet of cartoons that have no redeeming qualities.

4. While most stations stated they believed they were following the NAB or INTV advertising code for children, the number of product ads is excessive. For example, program hours from network sources include an average of 16 product ads per hour and only 3.7 visual or auditory separation devices are aired each hour. Only a few of the stations reported that they planned any changes in their advertising practices, and those that did only mentioned a reduction

in the number of commercial minutes, not the use of separation devices.

5. Most stations appeared to have invested very little money, if any, in children's programs, but those which did were able to meet the needs and interests of children and the FCC guidelines remarkably well. San Francisco provides an excellent example of how programming for older children can be locally produced. Specific programs which are produced in San Francisco include Git Box Tickle (KRON), Kidswatch (KRON), Children's News Conference (KPIX), Getting Your Act Together (KTVU) and Newsroom 6 (KEMO). San Francisco stations also demonstrate that locally produced shows can be successfully aired on the weekends as well as weekdays, and that an independent station can produce good local programming.

6. While product and brand names appear to be confined to commercial segments, hosts are still pitching products and no special measures have been taken by the stations to eliminate this practice. In addition, popular cartoon characters as well as other television personalities from children's shows are featured in advertisements. The use of such characters in ads has much the same effect on children as a host or hostess pitching the product.

In conclusion, it is obvious that the majority of broadcasters are not conscientiously eliminating practices which take advantage of the immaturity of children, nor are they making a diligent effort to present a balanced program schedule as outlined in the FCC Children's Programming Policy Statement. Those conscientious broadcasters who have given thought to serving the needs and interests of children have done so through locally produced and selected programming. The greatest problems in their schedules are created by programs from the network and syndicate sources that do not reflect the ascertained needs and interests of children.

5

Since it is clearly evident that few broadcasters take the FCC guidelines seriously, the Federal Communications Commission must take action to preserve the rights and interests of the public by exercising its obligation and authority to strengthen the guidelines and require compliance.

Specifically, CCT recommends that the Commission take the following affirmative steps:

1. Establish a minimum number of hours for children's programming and require that it be aired throughout the week at reasonable hours as well as being presented in a balanced program schedule.

2. Establish a requirement for a minimum number of hours of age-specific programming that is educational and informative. This programming should be designed to further a child's understanding of himself/herself and his/her culture. It should make a positive effort to eliminate racial and sexual stereotypes. It should demonstrate positive problem solving techniques, and build a respect for democratic institutions. It should arouse curiosity and it should help the child acquire the tools of a literate society.

3. Establish a minimum number of hours for locally produced programs to serve the diverse interests of the community. This programming should directly reflect the racial composition of the community in addition to the other cultures, other languages and human relationships listed in the current guidelines. Within this policy, it is also necessary to require that this programming be produced by persons who are knowledgable about children and who represent the racial diversity of the community. To facilitate this requirement, it is clearly necessary that the Equal Opportunity Guidelines remain unchanged and that they be affirmatively enforced.

4. Establish a procedure for broadcasters to file reports on how they have ascertained the needs of youth and to indicate specifically how they have

programmed to meet those needs.

Since a richly diverse program schedule is dependent on programming from outside sources, broadcasters should be instructed to summarize their ascertainment findings and give this information to network and private program producers so that these sources can be informed regarding the criteria which local stations use to select programming.

We are very pleased that the Commission's sympathetic view of the unique local needs is now being expressed by its eventful regional meetings in Denver, Los Angeles, and today in San Francisco. As you will note from other testimony presented today, CCT supports the institutionalization of regional meetings through the establishment of a permanent staff in regional offices that will provide citizens with easy access to government and allow government to be close to those it serves.

CCT also applauds the Commission efforts to maintain the role that society traditionally plays in the nurturing of children. We believe that you are correct in stating that your responsibility and authority in this area is supported by the Supreme Court decision which noted that, "(a) democratic society rests for its continuance upon the healthy well-rounded growth of young people into full maturity as citizens, with all that implies."*

You have the unique authority and opportunity to uphold this right of children. One simple affirmative action by the FCC will profoundly enhance the development of millions of children. One simple action will allow millions to "grow into full maturity as citizens with all that implies."

We trust the Commission will act swiftly in the discharge of its responsibility as protectors of the public interest.

*Prince v. Massachusetts

AN EVALUATION OF CHILDREN'S TELEVISION PROGRAMMING AVAILABLE FROM THE NETWORKS

The scheduling of children's programs available from the networks (ABC, CBS and NBC) is properly subject to the discretion of local television stations. Reports from the communities covered in this survey reveal seven major variables. (Other variables such as duplication of programming on stations that are primary and secondary affiliates or because of cable were not included in the evaluation.) The seven major variables are:

1. Programs in the Saturday and Sunday schedules can be deleted altogether. Example: "Groovie Goolies" is not aired in Pittsburgh or Denver.

2. Programs in the Saturday and Sunday schedules can be aired at different hours in different communities. Example: "Uncle Croc's Block" is aired on Saturday at 9:30 a.m. in Memphis, 11:00 a.m. in San Francisco.

3. Programs can be added to the Saturday and Sunday schedule. Example: "Sigmund and the Sea Monster" is regularly aired in Seattle on Saturday at 7:30 a.m. and "Vegetable Soup" is aired on Sundays at 8 a.m. in San Francisco.

4. Programs in the weekday schedule can be deleted. Example: "Captain Kangaroo" is not aired in Honolulu.

5. Programs in the weekday schedule can be aired at varying hours. Example: "Captain Kangaroo" is aired at 7 a.m. in Denver, at 8 a.m. in San Francisco.

6. Programs can be added to the weekday schedule. Example: "Make a Wish" is aired Monday at 7 a.m. in Memphis.

7. Programs in the weekday schedule are often available on an irregular or infrequent basis. Example: the ABC After School Specials are monthly and NBC has plans for only seven after school specials.

Since it is the responsibility of the local broadcasters to meet the FCC Guidelines, programming available to them from network sources has been evaluated in terms of the effect it has on the local markets.

This survey revealed that weekday network programming for children, such as the ABC After School Specials, Captain Kangaroo, and Vegetable Soup, was not aired in all communities. It also revealed that there were other programs, including animated programs, that were available both on weekdays and on weekends. Therefore, these programs have been evaluated in each community where they appear. Generally, except for advertising practices, the three monthly hours of weekday specials and five weekly hours of Captain Kangaroo were evaluated positively and were useful to local broadcasters.

However, since the bulk of programming available from networks is aired on weekends and virtually dominates the weekend schedule, a composite evaluation of these programs has been made.[1] It is included in the overall evaluation of each community and is summarized here for the reader's convenience.

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1. 32 weekend programs v. an average of one weekly weekday and two monthly weekday.

The 32 network children's programs evaluated in this survey clearly do not provide local broadcasters with programming to help meet the FCC Guidelines. In fact, programming from networks is a burden for local broadcasters. 59% of the network programs are animated; none are designed for pre-school children and only two of the 32 programs are specifically designed for older children; 84-91% of the programs are straight entertainment; 82% of the programs do not present any information as suggested in the Guidelines; only one in every four commercials is preceded by a visual/auditory separation device, and none of the programs meet the FCC Guidelines.

A summary of the data on network service (Table 1) is on page A3 , and a separate evaluation of each network, including a list of programs evaluated, is in Appendix A4 through A6.

CCT RECOMMENDATIONS

1. Broadcasters, individually and through the National Association of Broadcasters, should develop guidelines for children's programming that they wish to air in their communities. These guidelines should be developed cooperatively with members of the community at large who are knowledgable about children. The guidelines should be based on the data available from academic and cultural sources. Programs not meeting these guidelines should be deleted.

2. Broadcasters should more frequently exercise their discretion to schedule children's programs during the hours and on the days when children are most frequently viewing television. A balanced program schedule requires diversity. Therefore, it is inappropriate that three program sources supply 32 programs on the weekends and only supply three programs on weekdays throughout the month.

3. The public interest, based on the above considerations, should be represented in contractual relationships between local broadcasters and networks.

SUMMARY - WEEKEND NETWORK PROGRAMS

FORMAT

1. Animated programs[1]	19 (59%)
2. Live action [2]	13 (41%)
TOTAL	32

AGE SPECIFICITY

1. Pre-school	0
2. School age	2 (6%)
3. None	30 (94%)
TOTAL	32

CONTENT

1. Straight entertainment	27-29 (84-91%)
2. Informative	2-5 (6-16%)
3. Undecided	1-3 (3-9%)
TOTAL	32

CONTENT BREAKDOWN [3]

AREA	ACCURATE	POSITIVE	NEGATIVE	NOT PRESENTED
1. History	2	2	4	24
2. Science	2	1	1	28
3. Literature	1	0	0	31
4. Environment	1	4	1	26
5. Drama	0	3	1	28
6. Music	1	2	0	29
7. Fine Arts	0	0	0	32
8. Human Relations	1	11	5	15
9. Other Cultures or Languages	1	1	3	27
10. Reading	1	1	3	27
11. Math	0	0	1	31
12. Sex roles	1	5	4	22
13. Age roles	1	6	3	22
TOTAL	12 (3%)	36 (9%)	26 (8%)	342 (82%)

COMMERCIAL PRACTICES

1. Average number product ads per hour	16
2. Average number separation devices per hour	3.7
3. Number hosts selling	0
4. Number products displayed in programs	0

CONCLUSION

Number of network shows meeting FCC Guidelines	0

1. Take-offs on adult shows-7
2. Includes programs using models, puppets and animated segments.
3. Each program given overall evaluation in each area.

ABC

Hong Kong Phooey	c
Tom and Jerry	c
Lost Saucer	
New Adventures of Gilligan	c
Groovy Goolies	c
Speed Buggy	c
Odd Ball Couple	c
Uncle Croc's Block	c/l
Devlin	c
These Are the Days	c
Make a Wish	c/l

TOTAL PROGRAMS 11
TOTAL HOURS 5½

Out of the eleven programs monitored on ABC one is age-specific. This program, Make a Wish, is designed for school age children. While it is frequently aired on late Sunday mornings, it was aired at 7:00 a.m. on a weekday in one market. Eight of the eleven (or 73%) programs are cartoons and three of these are direct take-offs of adult programming. Uncle Croc's Block has animated segments.

Eighty-two per cent of the programming is straight entertainment which includes little information in the action, drama format. The characters act destructively nearly twice as frequently as they act constructively.

Including the two programs intended as informative and entertaining programming, ABC fails to present information in its overall programming for children 80% of the time. When information is presented, six per cent of it is negative and eleven per cent of it is positive or accurate.

A total of 116 commercials are aired during the eleven shows. 59% of the commercials were for sugared cereals or snack foods (candy, cookies, etc.) on the days they were monitored. A visual and auditory device--"Funshine Saturday"--is flashed on the screen approximately 50% of the time before the commercial break. The monitors were confused and concluded it was a station identification device more than a device intended to separate the commercial from the content. No hosts sold products and no products were displayed, but some advertisements featured well-known cartoon characters such as the Flintstones. Almost no public service messages were aired.

The Schoolhouse Rock educational films were highly commended by the monitors, who wished they were aired more frequently and that their subjects were of program length. Had Make a Wish met the advertising guidelines it would have been the one program rated as meeting the FCC Guidelines.

Monitor comments:

" These children's needs for solid, positive growth experiences are not being met in these programs. Boys and girls watching now are soon going to be the adults in the community. What kind of adults do we want?"

"In Odd-Ball Couple, canned laughter is at inappropriate times, especially when someone gets hurt. Is unrealistic about people getting hurt. . . Adult humor throughout."

WEEKEND NETWORK PROGRAMMING

CBS

Valley of the Dinasaurs	c	
Pebbles and Bam Bam	c	
Bugs Bunny - Road Runner	c	(one hour)
Scooby Doo	c	
Shazam - Secret of Isis	c	(one hour)
Far Our Space Nuts		
Ghost Busters	c	
Fat Albert and the Cosby Kids Film Festival		(one hour)

TOTAL PROGRAMS	9
TOTAL HOURS	6

None of the weekend programs on CBS are age-specific. 56% are cartoons and many are apparent take-offs of adult programs. All of the programs are straight entertainment, 44% primarily use adult level humor, and 78% are not informative.

While, on the average, characters acted constructively as often as they acted destructively, these actions were virtually limited to Fat Albert and the Cosby Kids and the Children's Film Festival.

Five of the programs made no attempt to present information, and inclusive of the programs designed as informative, entertaining programming with no information are the case 91% of the time. When information was presented, 73% of it was positive or accurate but 27% of it was negative.

An average of 84 commercials are aired during the nine programs. 40% of them are for sugared cereals or snacks. A separation device is used 27% of the time, but was not found in three of the nine programs. No hosts sell products nor are there any products displayed on the sets. However, favorite on-the-air characters such as Snoopy were featured in product ads. Public service announcements were aired in two programs and In the News segments appeared in others (commercial messages appeared within the segments).

Had Fat Albert and the Children's Film Festival met the advertising guidelines, they would have been the only two shows evaluated as meeting the FCC guidelines.

Monitor comments:

"Only being able to watch Bugs Bunny and Road Runner for the first half hour, I found the major content noticeably violent and all commercials aimed only at children. . . At least Scooby Doo wasn't violent."

NBC

Emergency 4	c
Josie and the Pussy Cats	c
Secret Life of Waldo Kitty	c
Pink Panther	c
Land of the Lost	models
Run Joe, Run	live
Return to the Planet of the Apes	c
Westwind	
Jetsons	c
Go USA	
Sigmund the Sea Monster	
World of Disney	(two hours)
TOTAL PROGRAMS	12
TOTAL HOURS	7½

One of the twelve programs in NBC's weekend schedule is designed for children 6-14 years of age. The focus of this show, Go USA, is on bicentennial themes. Half the NBC programs are cartoons and 83% are straight entertainment. Four programs are take-offs on adult shows. The characters act destructively 19 times more frequently than they act constructively. The characters acting destructively "get by with it" or are rewarded for these acts 56% of the time while characters acting constructively are rewarded or praised a mere 7% of the time.

The programs fail to present information 73% of the time. When information was presented it was positive or accurate 14% of the time and negative 5% of the time. The majority of negative scores were for the presentation of human relations, other cultures, sex roles and age roles.

An average of 106 commercials are aired during the 12 shows. 46% of the commercials were for sugar related food. No separation devices were apparent in 73% of the programs. Where used, the name of the program was flashed on about 25% of the time. Thus it wasn't clear whether or not it was a true separation device. No hosts sold products nor were products displayed. However, favorite TV characters were used in ads, such as Fred Flintstone and Bugs Bunny. A miniscule number of public service announcements were aired but no educational fillers were used.

Other than for advertising practices, the monitors felt that Go USA, Disney, Westwind and Emergency met the FCC guidelines.

Monitor comments:

"In the Secret Life of Waldo Kitty, the characters act destructively toward each other without any consequences and in some cases the characters are rewarded for these acts. I would suggest a little less destructiveness and some constructive acts with rewards. A little kindness goes a long way."

"In Return to the Planet of the Apes, who are the villians? This may be confusing to the child viewer."

SUMMARY OF CHILDREN'S TELEVISION SERVICE IN COMMUNITIES SURVEYED

In general, locally produced programs (1 & 2) in all communities received excellent ratings and met the FCC Guidelines more frequently than programming supplied by the network, "off-network", or syndicated sources. Local programming was diverse, informative, and age-specific.

Secondly, quality programs selected by local management from outside sources came closer to meeting the FCC Guidelines than other programming aired by the station.[3] It was frequently aired throughout the weekdays at hours convenient to the young viewer.

The overall evaluation of television service in every community with locally produced programming was significantly higher than the ratings of service in communities without locally produced programs. [4]

Generally, network affiliated stations do not carry children's programs on weekdays except for those stations that carry "Captain Kangaroo."

In nearly every case independent stations carry off-network programming on weekday mornings and/or afternoons. The independents dominated the weekday schedule for children, and most of the programming aired was evaluated negatively.

There were examples of programs brought to children as a public service, but there was no consistency in the use of audio/visual separation devices between advertisements and program content. Monitors often reported that they were confused when stations flashed program logos or left a blank screen.

Hosts are still pitching products (introducing commercials and/or selling products) and no station airing such shows reported that this practice was going to change in January 1976.

Most stations felt that their advertising practices were acceptable and only a few stated that they were going to reduce the number of commercials aired during children's viewing time.

Nearly every station manager expressed familiarity with the FCC guidelines and felt their station met the guidelines. While a few stated that they would be reducing commercial time or adding a couple of shows, most stated that they didn't find it necessary to make any additions or deletions to their programs, schedules, or program practices.

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1. Cartoon and merriment shows hosted locally (i.e. "Bozo", "Checkers and Pogo.") excluded.

2. Ex. "Magic Door," "It's Academic," and "Youth News" (Wash., D.C.) "Exactly What" (Pittsburgh); "I Like Myself" and "How Come" (Seattle/Tacoma); "Git Box Tickle," "Kidswatch," "Children's News Conference" (S.F.); "Club House" (Kalamazoo)

3. Ex. "Call It Macaroni," "Vegetable Soup," "ABC Afterschool Specials," "Special Treat," "Big Blue Marble".

4. Seattle four compared to Denver none.

SUMMARY PAGE 2

However, no community included in the survey had a station that fully met the guidelines. Several communities had stations which were making great strides forward and would have done well except for network supplied programming.

AUSTIN

Austin has three commercial stations; NBC, CBS, ABC. Network programming encompasses 12 hours on the weekend schedule. There are two hours of non-network children's shows during the weekend. (1½ hours syndicated programming, ½ hour locally produced.) Weekdays, 5 hours of children's programming is offered by the networks and 2 hours of non-network programming is shown.

On Saturday mornings the NBC (Ch. 36 KTVV) and ABC (Ch. 24 KVUE) stations directly follow the network feed from 7:00 to 11:00 a.m. It is interesting to note that the CBS station (Ch. & KTBC) has interrupted the network feed by offering "The Uncle Jay Show", a locally produced program, at 10:00 a.m. A monitor commented on the program stating that "it tries to do a lot of things educationally and from (sic) education." At 10:30 a.m. "Big Blue Marble" follows Uncle Jay. KTBC Austin is the only station in the markets surveyed that offers " Big Blue Marble" at a child's prime viewing time (Saturday morning). At 12:00 noon the "Children's Film Festival" concludes the morning children's programming for station KTBC (CBS).

During the week, "Captain Kangaroo" is the only children's program offered by the commercial stations during the morning viewing hours. It is shown M-F at 8:00 am on channel KTBC. Cartoons shown at 3:00 p.m. M-F, and "The Mickey Mouse Club" aired M-F at 3:30 p.m. on the NBC station KTVV (Ch. 36) are the only afternoon programs which could be said to be designed specifically for children. The station manager of station KTVV commented that they have a hard time competing for advertisers because of the afternoon children's programming, but that they will continue to offer it in this time slot. Other programs and re-runs such as "The Lucy Show," "Leave It To Beaver," and "Star Trek" are featured in the later afternoon on the other commercial channels.

Three general managers and one station manager were interviewed. Two responded that they were familiar with the FCC guidelines. One answered that he was "unsure" about what they were. Two of the commercial stations (ABC and CBS) had no plans to meet the 1976 deadline because they believed that they had already fulfilled their obligations. The NBC general manager responded that two new programs, "Vegetable Soup" and "Special Treat" would be added along with the syndicated programs "Rin Tin Tin" and the "Lone Ranger". This particular station made no plans to drop existing programs. The manager mentioned that the station had just changed management. When asked about how the station planned to serve the needs and interests of the community he responded in saying that in the past their surveys had not had questions specifically about children's television. Now, the new management is instituting a citizen's advisory board which will have representatives from the PTA and the schools. They plan to do a new phone survey to ascertain the needs and desires of the present market.

The CBS station manager stated that they surveyed the market about 1½ years ago, questioning parents, schools, and educators, and concluded that"all suggestions were already offered by the educational station here in Austin." In regards to the FCC guidelines, he commented that commercials would be tailored by dropping a minute of ad time, but that there would be no change in the type of product advertised. The CBS station manager's philosophy was that children's TV is a lost cause. From the view of the manager, "They'll choose a cartoon every time ... locally produced programs are too expensive to do, can't get ratings and can't get advertisers."

The ABC (Ch. 24 KVUE) station manager was unfamiliar with FCC guidelines. The interviewer concluded that the station relied on its network to keep abreast of things and keep in compliance with the FCC rules. The manager did mention that his station was going to cut back in commercial time.

The monitors' comments, for the most part, pertained to the lack of real feelings and substance in cartoon characters. In speaking of "Josie and the Pussycats" one monitor stated, "the 'lessons' behind the shows, were violence, gang-ism, lack of respect for elders. This show was the worst of the three NBC ones that I monitored...Begin again - make a real commitment to children; their divergent, healthy growth... not every minute on TV should instruct or educate, but the pap which we offer our children on the commercial networks does not befit their intelligence or potential. It wastes precious hours which could be better spent in social, physical, mental or emotional development and offers a boring array of unworthy content and negative examples."

Austin, the state capital of Texas, is a government, education and tourist center. Approximately 90 state and 50 federal agencies are located in the city. The ethnic breakdown of the city's population is 74% caucasian, 13% Spanish, and 12% Black. Educational institutions located in Austin include the University of Texas (over 39,000 students) and other schools and colleges, as well as the LBJ library.

CHICO

Chico has one television station which is affiliated with both CBS and NBC. Chico also receives all the San Francisco and Sacramento stations. Cable subscribers can also receive Stockton, San Jose, Modesto, and Redding.

On Saturdays, the station airs cartoons from both CBS and NBC, from 7:00 a.m. to 3:00 p.m. It interrupts the cartoon schedule for "Big Blue Marble", "Go- USA", "Fat Albert" and "The Children's Film Festival." A locally produced children's program "Up With Kids" is aired once a month on Saturday.

No children's programming is carried on Sunday except for Disney. The chairperson of Chico's Action for Children's Television noted that the station's devotion to sports caused it to even pre-empt the best of Saturday programming for sports.

When the program director of the local station was interviewed he responded that he was familiar with the FCC guidelines for children's television. In order to meet the January deadline the station plans to introduce balanced programming which will couple cartoons with live action shows and quality shows with entertainment shows. Two programs, "Big Blue Marble" and "Up With Kids" were added to the schedule. In November "Vegetable Soup" will be added along with NBC's "Special Treat" series. Network specials will also be added. The station determines the needs and interests of the children in their community by following two courses of action. One has been to receive feedback from parents; however the interviewer commented that the station offers few or no positive statements on what should be done about negative programming. The second avenue of information consists of staff members (especially the one who produces "Up with Kids") talking with children. When asked if the station would drop any programs the station manager replied that they were waiting for network action on that issue. Although "Sigmund and the Sea Monsters" was dropped in October, it was replaced by another cartoon show, "Josie and the Pussycats." According to the interviewer, the program director expressed an interest in getting realistic input from children. He has made efforts to secure information on good programs, eg. tracking "Vegetable Soup" from a trade journal to HBW to NBC, resulting in its selection for the fall lineup. He personally has worked closely with community groups to raise awareness levels on this issue.

Chico is a rural community in California's central valley. Asians have played a major role in the area's agricultural growth. While only 10% of its population is third world, there is a tremendous diversity that could provide the station with an excellent basis for programming.

DENVER

Weekday television programming for children in Denver is launched by the Lone Ranger at 6:30 a.m. on KBJV (the ABC affiliate), and is followed by 1 1/2 hours of cartoons and closes with "The New Zoo Review" at 8:30 a.m. on KWGN (independent). Captain Kangaroo competes with the cartoons and as the Denver report stated, "with breakfast and getting the kids ready for school" Denver parents feel that Captain Kangaroo is aired too early for a significant number of pre-school children first of all to view, and secondly benefit from the program. Captain Kangaroo is followed by local cartoons which are hosted by a woman who introdcues the commercials! The Mickey Mouse Club is the only regularly scheduled program aired in the afternoon on a commercial station. (regularly scheduled children's program) The week Denver stations were monitored, the ABC After School Special, "It must be Love, 'Cause I Feel So Dumb," was aired at 2:30 on a Wednesday afternoon. There are no locally produced children's programs in the Denver area. The only corrections to this deficiency were the ABC affiliate's pilot called FREETIME EXPRESS, which hopefully will contain ten segments.

There is no explanation for the decision of Denver stations to air children's programming the the early morning hours and in the early afternoon. Schools open between 7:15 and 8:30 a.m., and close around 3:00 p.m. except those on split session which close later. It is apparent that Denver stations are taking advantage of very immature audiences. Pre-school age children in Denver are the most frequent viewers of the abundant cartoon programs in the mornings that present none of the information suggested in the FCC guidelines, 75% of the time; use no separation devices between ads and program content and use a hostess, in one case, to introduce commercials!

All three of the general managers of the commercial stations were unavailable when interviews were requested. One manager may have been ill,(his staff didn't know), the whereabouts of another was unknown, and the third was in Spain (and to quote the interview forms: "no station person but him knows of station and network decisions!") The manager of the independent station that totally ignored the FCC guidelines, mentioned a forthcoming meeting with Congressman Timothy Wirth re. advertising practices as his source for understanding FCC guidelines. He then listed his extensive contacts with NOW, other groups, and mothers of the Blinky Fun Club as the station sources for determining the needs and interests of the community.

Denver stations blatently disregard the FCC guidelines. Station managers are unavailable to the viewers whose interests should be their primary concern. The stations totally fail to recognize the unique needs, problems, and interests of a community that began as a gold mining town in 1850 and is now a major metropolitan area with suburbs that have doubled in size since 1960. The growth includes an increase in the Spanish speaking population to the point that it represents one fifth of the school population. No commercial station serves these children. As in other communities, the stations feel that their present service is in compliance with the FCC Guidelines

The failure of Denver stations to produce local programs or select adequate syndicated material, combined with the fact that no program supplied by the networks meets the FCC Guidelines means that 25% of Denver's population is not being adequately served by television.

"I would like to express concern over some of the shows they are putting on TV in the so-called family time or before the 9 p.m. slot. Some of the movies are a little too much, even though they state about parental discretion. Sometimes this doesn't work. If you are out and a babysitter is present she will watch it and so will the kids. Some have way too much violence and killings. I would prefer in some respects my children seeing romantic situations over violence, but feel none of it is particularly necessary in a seven to eight time slot. Some of the situation comedies are so suggestive, also, that it opens up an area for a lot of questions to a ten-year-old.

"I know the networks could put on good shows. They do it occasionally, why can't we have more quality programming?

"The commercials also leave a lot to be desired. The kids in them usually have bad manners and poor eating habits, they are smart mouths and slobs. I don't care to have my children see that type of behavior condoned by TV parents. They make the mothers and fathers all look like imbeciles. Also, the toy commercials out at Christmas show the toys working just great. Your child gets it home and it will do nothing like it is supposed to, then the child is disappointed. Seems there could be a closer scrutiny on these manufacturers of toys to make sure they state the truth in an ad for something.

"I also feel they show too many reruns of old programs and slough them off as kids' shows.the third and fourth time around. Shows like Gilligan's Island, Bewitched, That Girl, Flying Nun, aren't bad shows but they are shown so much and don't have any educational value."

KALAMAZOO

Kalamazoo, Michigan has four commercial stations; CBS, NBC and two ABC affiliates. Saturday morning children's viewing is taken up by network feed encompassing 28 hours. Sundays have 5 hours of children's shows, with only 3 belonging to the networks. The weekdays have a total of 20 hours a week of children's shows with only one network program all week (Captain Kangaroo - 5 hours a week).

There are only two locally produced programs in the entire market. Channel 13(ABC) airs "Bozo's Circus" M-F at 7:30 a.m. and Channel 3 (CBS) screens Channel 13's "Clubhouse" M-F at 9:30 a.m. The "Clubhouse" show received a favorable review both for its content and its lack of over-advertising during the show. Apparently the guest kids became involved in the show's activities.

The general managers or program directors of all four channels were interviewed. The general manager of one of the ABC affiliates (Ch. 13) said he was aware of the FCC guidelines and his station had put commercial limitations into effect six months prior to the interview. When asked how he determines needs and interests of children in regard to new programs, he replied that they have reviewed shows, but haven't seen any that they like. He claimed compliance with the FCC regulations in total programming, so no new programs or time changes will be implemented. However, he use the example of "Swiss Family Robinson" as new children's programming. We do not believe his example to be valid because the show is not specifically for children.

The general manager of the CBS affiliate station stated he was familiar with the FCC guidelines and his station had already implemented changes to meet the 1976 deadline. He said commercial time would be changed. However, when asked to give an idea of new children's programs he added he could only say vaguely of the possibility of adding network shows. When asked if he planned to drop any programs due to the guidelines he said it is unknown at this time, and that "changes in programming are not made by horseback hunches so early before January." He said he had received word from CBS that commercial content would be tailored to meet the guidelines.

The program director of the other ABC affiliate was only vaguely aware of the FCC guidelines, but added "I can look them up." He stated that his stationplanned to meet the deadline. Obviously he was unaware of the FCC requirement that local broadcasters meet the needs and interests of the community, because he stated that any changes in programming would be through syndicated groups since his station doesn't do local production. He further demonstrated his ignorance of the FCC guidelines by citing "Space 1999" as a new children's program his station has adopted. He said no programs were to be dropped because of the deadline. The station airs "Batman" M-F at 4:00 p.m. It is a show which is not only lacking in education and information, but provides a very poor example to children. It is full of violence, vengence and unexplainable hostility. The program manager had not received word from the network concerning changes in programming.

The man interviewed at Channel 8 (NBC) was new at the station and said he depended on the general manager for much of the knowledge in our interview. He stated he was aware of the guidelines but had no

idea of what his station was doing to meet them. He said his station would be adding programs, possibly by January, but he had no specific answers. He stated that he was aware that his station's programming was not as good as it could be.

The interviewer commented that the station does run "Call it Macaroni" , but no other attempt has been made to upgrade or present children's viewing hours per se at the local level. The interviewer stated that her organization, the Kalamazoo Committee for Children's Television, had contacted the station last February regarding the airing of "Ironside" M-F at 5:00-6:00 p.m. The Committee complained that the show was inappropriate at that time. However, the station still airs it at that time.

The comments from our monitors were as in the other monitoring areas, very critical of the majority of children's programming. They were not hesitant to give praise to the few shows they felt deserved it. "Romper Room" ,"Channel 3's Clubhouse," "Captain Kangaroo," and the "Children's Film Festival" received praise. Unfortunately these programs represent a fraction of children's programs (which is small to begin with). The reaction to most of the other programming was severely critical.

A few examples:

(Re Sat. morning cartoons) "The programs were too artificial. As bright as some kids are now, they can see right through them. We need more programs with real people (not cartoons) portraying real-life roles."

(Re the "Oddball Couple") "The canned laughter is at inappropriate times, especially when someone gets hurt. It is unrealistic about people getting hurt, therefore the child doesn't learn the consequences of a painful action."

A definite thread ran through many of the monitors' comments. It was, as one monitor stated: "The station may meet FCC guidelines minimally, but the programs I watched were of a poor quality and had little to offer."

Kalamazoo was one of the earliest settlements in Michigan. It once was the home of the Potowatomic Indian Nation before the Dutch settled there. It has a population of 200,000 and lies between Chicago and Detroit on Interstate 94. It is the home of many paper mills, four college campuses, and the Upjohn Pharmaceutical Company.

Kalamazoo has always been strongly Republican and it has an exceptionally high percentage of wealthy people along with much urban poverty. There has been traditionally very little power or input from minorities and blue collar working people, or women, as power has been in the hands of the "establishment." The city is 20% Black, 79% Caucasian, and 1% Spanish- Surname.

PITTSBURGH

Pittsburgh has four commercial stations: NBC, CBS, ABC and one independent. There are 17½ hours of weekend network programming of children's shows and 7½ hours of non-network shows (2 hours locally produced, 5½ hours syndicated). Weekdays, 3 hours of network programs and 9½ hours of non-network ones are generated.

Only 17% of weekday programming is presented between 6:00 a.m. and 9:00 a.m. 64% of the rest are shown between 3:00-6:30 p.m. Every afternoon weekday program is syndicated. In fact, aside from the PBS station, (which is covered in the general summary), "Captain Kangaroo" and "Villa Allegre," shown daily, at 6:00 a.m. and 8:00 a.m. respectively, are the only non-syndicated programs during the weekdays in the entire market.

Neither the independent or the CBS station carries any children's programs on Sunday. The network affiliates basically follow the network feed on Saturday morning.

Four general managers and one represnetative of the general manager were interviewed. All stated that they were familiar with the 1974 FCC guidelines on children's programming. One manager when asked what was being done to meet the deadline replied that, it had been met already. His station has only two programs during the week for children: "Star Trek" and "Robert Young, Family Doctor". "Star Trek" was not originally produced for children; and a monitor/mother's evaluation of the latter show stated that she did not think it was for kids at all. Her children, she said, became quickly bored.

The other general manager stated that they were instituting changes. One station was "looking into National Geographic Bicentennial Specials and was planning to add onto their sole locally produced show, 'Adventure Time' ." "That show", wrote a monitor, "is dull. The puppets work on realistic problems, but the meat of the show, the cartoons (all of which were produced by Warner Brothers) were too violent." The monitor also complained of too many toy commercials.

Another station manager stated that he is reducing commercial content and has no host selling. However, no new shows are planned.

The CBS station manager, when asked of the 1976 deadline, replied that as a Group W station, their standards are much stricter than the FCC Guidelines. On January 12, 1976, the station will begin airing "Preschool" a program for pre-schoolers and their parents. It will be aired at 9:00 a.m. once a week but only on an experimental basis for 13 weeks.

The Saturday morning cartoon lineup on the network affiliates follows the network feed very closely. The monitors found these to be almost entirely lacking in educational and informative material. The ones that are not violent seem to be pure entertainment at best.

After viewing 3½ hours of Satruday morning programs for children on Pittsburg's independent station, a monitor's overall impression was that: "...that station (53-WGPH) uses little initiative to meet the letter or spirit of the FCC regulations to reduce confusion and clearly delineate between program and commercial time." The monitor pointed to the station's use of a two second slide reading "Jeff's Collie" which was shown before the commercials on the show of that name. Would a child understand its significance? This is an

example of meeting the letter, but not the spirit, of the FCC. In the monitor's opinion, the break came so fast as to be confusing even to adults.

Another program on Channel 53 is called "Linus the Lion." One of its cartoon characters is Post Sugar Bear (a character in sugar cereal commercials). The commercial and cartoon plots tended to be very confusing, and a young child would probably not be able to distinguish between the two. The lack of proper audio-visual separation between programs and ads was a common occurance in the Pittsburgh communities. Many different types of programs show this infraction.

In conclusion, none of the stations planned to drop any programs for any reason besides ratings. The only new children's show to be added in the near future will be monthly or specials. One program, "The Gater Cousins," will return to the NBC affiliate. None of the stations has received advance information regarding changes or additions to children's programming for January.

Pittsburgh has a unique geography,as it lies at the confluence of three rivers (the Golden Triangle). It is a hilly, coal-mining area. The city is the home of many corporations due to its strategic position on the water and its access to the raw materials of industrialization.

20% of Pittsburghs' population is black, 6% is foreign born. There is a large Eastern European population. 11% of the families live below the poverty level (according to the 1974 ascertainment survey). The predominant religion is Catholicism.

The monitors comments were, on the whole, very critical of the programming. The critiques ranged from the observations of the Flintstones : that it had no redeeming qualities, to this evaluation of "Make a Wish." " The language on this program purports to be clever, but it is repetitious, polluting, unimaginative, and excruciating to listen to. It is agonizingly boring with repetitious and poor grammar. What is this program about anyway?"

SACRAMENTO

5 commercial stations	ABC, CBS, NBC and two ind.
weekend network programming	19 hours
weekend non-network programming	½ hours
weekday network programming	5 hours
weekday non-network programming	29½ hours

60% of the weekday programming is shown between 7:00 and 9:00 a.m. "Captain Kangaroo," included in this time period, is one of two programs aired for pre-school children in the entire market and the only weekday children's program that makes a positive effort to present information accurately. The other show in this time period consists of two hours of cartoons, and is hosted by "Cap'n Mitch" who is running a bike contest, and does on-air promotions for toy stores, Rollerland, and the Pumpkin Farm. Regarding commercial practices, "Captain Kangaroo's" show made the only real effort to use a clear separation between the commercial and the program content, but it contained more commercials (13/hour) than the other programs aired and used Sesame Street stars.

40% of the weekday programming is presented between 4:00 and 6:00 p.m. and all of it is syndicated programming. An MGM short subject,presentation is included in this time period and was the only weekday afternoon programming monitored that presented positive, accurate information. The afternoon cartoons, "Spider Man," "Rocket Robin Hood," and "Iron Man," along with "Speed Racer" from the morning segment, presented negative, or inaccurate information regarding the environment, human relationships and other cultures, age roles, and sex roles, a full 90% of the time. The cartoons aired in the afternoon "Solid Gold Heroes" hour are introduced by a couple and their puppet. They work in some information on the fly, but the segments were of such short duration that they were scored as public service messages.

The market's single locally produced program is "Miss Pat's Playroom," which is aired on Sunday morning at 8:00 a.m. and includes promotion material for the Mormon Church as well as Danny Kaye promotions for UNICEF. It does present information positively and accurately, but it does not use separation devices between program material and commercials.

Network programming on Saturday and Sunday afternoon is inadequate. It is supplemented by syndicated programs "How Do You Know," "Vision On," "Dusty's Tree House," and the "Who, What and Why Show", all well-rated children's shows, but generally aired in the afternoon when few children are watching.

All five managers of the commercial stations were familiar with the FCC guidelines. One general manager admitted he has put children's program quality in a "lower priority than simple survival" because the station is about to go bankrupt. However, he was aware that the afternoon cartoon segments could be more tasteful.

SACRAMENTO / page two

When asked what plans had been made to meet the January 1976 deadline for compliance with the FCC guidelines, the stations generally felt that they were doing a good job or had met the guidelines already. One station plans to air "Big Blue Marble" on Saturday afternoon at 2:30 p.m. instead of Sunday morning at 8:00 a.m. Another feels that "there's lots in the hopper but has no firm plans yet," and another believes that "abandoning locally scheduled cartoons last year in favor of network feed is compliance." None of the stations said that they planned to drop host selling, use separation devices between commercials and program content, or reduce the number of the commercials that took advantage of the immaturity of children.

None of the stations mentioned plans for the development or purchase of age-specific programs. Although plans do include the purchase of 6½ hour specials: "Vegetable Soup," "Kukla Fran and Ollie," and some NBC "After School Specials," one segment to be developed by a local station is a children's segment for the local evening news. One station proudly announced that in January, Cap'n Mitch will air "The Lone Ranger" and the "Little Rascals" - both ancient shows that present unacceptable models of blacks and Native Americans. None of the network affiliates have informed the local stations that they plan to drop any programs in January, and only NBC has informed its affiliate that it plans to add a weekday program.

In conclusion, only 17% of the content of programs for the Sacramento area children will be changed and there are no plans to eliminate host selling, utilize separation devices, reduce the number of commercials, eliminate practices which take advantage of the immaturity of children, and plans for the investment of revenues into programming is so minimal that it represnets less than 1% of total programming directed to children and includes the children's news segment on the prime time adult news.

Sacramento is a California "Upper Delta" Gold Rush town prominent for its rich farming lands, active river port, and now, of course, as the state capital of California. Nearly half of the children (42.4%) are non-white. 21.5% are Asian, and 18.5% are Black. 10% of the children enrolled in the public schools are exceptional children (retarded, deaf, speech problems, limited vision and other.) Sacramento television stations are doing next to nothing to serve the needs, problems and interests of third world and exceptional children that comprise over one half of the child population.

Sacramento parents are very unhappy with children's television. One parent-monitor summarized their feelings in her remarks regarding a station's slogan. The station announces that these programs are designed to "educate or inform not simply entertain." The parent-monitor observed that the programs monitored "failed even to do the latter!" (entertain) Sacramento parents are appalled by the gratuitous violence, the over-commercialization and the failure of the stations to bring their children programming that is educational, informative and entertaining at a child's level of understanding.

SAN FRANCISCO

Network affiliated stations:		3
7 KGO (ABC o/o)		
5 KPIX (CBS)		
4 KRON (NBC)		
All VHF		
Independent stations		
2 KTVU (Cox)		
20 KEMO		
38 KVOF		
60 KDTV		
VHF		1
UHF		3
	Total	7
PBS 9 KQED (not evaluated in the survey of commercial stations)		1
		8

Diversity is beginning to appear in San Francisco's children's television program schedule. Two locally produced age-specific children's newsshows are on the air and two locally produced age-specific informative entertaining shows are aired in the Saturday morning line up. All four shows involve local students and three of them rotate the students so that many children have a chance to participate. Special notice should be given to the fact that two of the shows are produced by independent stations. KTVU-TV produces a monthly show for older children entitled, "Getting Your Act Together", which is aired at 10:00 a.m. and hostessed by Mary A. Parks. KEMO-TV, a UHF station, produces a weekly newsshow hosted by local sixth graders. It is aired at 9:00 a.m. every Saturday morning. KRON-TV is responsible for two interesting Saturday morning shows. 1). "Git Box Tickle" is a well known local children's show for older children, that features events, music, activities and usually features themes on each show. It is hosted by a well known Bay Area guitarist and educator, Jon Fromer, and is produced by Christina Metcalfe. 2)."Youth Inquires" a "Meet the Press" hosted by high school students, is aired each Saturday at 12:30 p.m.

The Saturday morning schedule could be greatly improved if the CBS affiliate, KPIX, would air Villa Allegre and Carrascolendas at hours other than 6:30 and 7:00 a.m. Saturday's schedule is closed by a thoughtful children's program, "Tree House Club" , aired at 6:00 p.m. on Channel 38, an independent UHF channel.

The San Francisco Sunday schedule is opened at 7:00 a.m. by "Big Blue Marble," which is aired on the independent UHF Kaiser owned channel 44. It is aired, according to its executive producer, Ken Snyder, when "it's hard to get a traffic ticket". It is followed by three and one half hours of negative programming that probably cancels out any learning experience offered by "Big Blue Marble". These degrading, stereotypic and mindless programs are the

"Little Rascals," "The Flintstones," "The Three Stooges," and "Huck and Yogi". To add insult to injury, the Stooges-Rascals hour appears twice on Sunday morning as well as every weekday afternoon. (See appendix for a detailed criticism of the Little Rascals by the Bay Area Association of Black Psychologists.) It is ironic that a Kaiser owned station airs such mediocre and damaging programming in a community which Kaiser also serves as the leading proponent of preventative health care for children. There is no reason for KBHK to be totally negligent in local program production, when independent stations, with fewer resources, are doing a better job. For example, a new UHF station, Channel 60, is airing three ½ hour programs each Sunday that are of great interest to a community that has one million Spanish surname people. Each Sunday evening, Bay Area children have the opportunity to view three half hour Spanish language programs that are entertaining and skillful.

The San Francisco Sunday schedule is nicely supplemented by a locally produced "Children's News Conference" which is produced by KPIX and aired at 8:30 p.m. It also is able to give the children the chance to view a quality NBC program at 8:00 a.m., "Vegetable Soup", and an ABC children's program at the same hour. (Unfortunately these movies are carried in two or three parts stretched over two or three weeks.) ABC also airs three other entertainment shows on Sunday morning which are dropouts from the ABC Saturday lineup. In addition, the ABC affiliate, which is an ABC owned and operated station, airs a locally produced children's game show each Sunday morning. The show directly reflects KGO's failure to adequately ascertain community needs or to participate in community events related to children's television. In fact, KGO management tells concerned San Franciscans that all program decisions must be approved "in New York." ABC's thoughtlessness is further reflected in its plan to air five hours of cartoons on Thanksgiving Day. The Sunday morning schedule is closed with ABC's "Make a Wish", which is a show with many redeeming qualities that should be aired on mid-morning Saturdays or weekdays, as it is in other communities.

A significant schedule change will be introduced by KPIX on Sunday, November 23rd. For years, parents have requested stations to air programs designed for young children in the late afternoon rather than in the evening; primarily because the late afternoon is a prime viewing time for children as the success of the after school specials attests, but equally important is the fact that the schedule change respects the FCC policy that the early evening hours have been set aside for locally produced programming to meet special community needs. This month KPIX will air a DR. SEUSS special at 4:00 p.m. on Sunday afternoon.

The weekday schedule in San Francisco is very similar to the schedules of other communities. It is dominated by three hours of off-network cartoons and two hours of tasteless live-action shows. The regularly scheduled shows specifically designed for children are led off in the morning by "Captain Kangaroo" and "Romper Room". "Bozo" is followed by the "New Zoo Review" which is critically reviewed in the monitor comments attached. The "Mickey Mouse Club" is aired in the late afternoon and an interesting show which teaches children Indian games and traditions, Black Buffalo's Pow Wow, is aired at 6:00 p.m. daily on an independent UHF station.

The monthly weekday specials included KRON's "KIDWATCH", a locally produced children's newsshow aired on Fridays in the local prime time

period, KPIX's occasional local specials, and "Call It Macaroni". ABC,CBS, and NBC, will all air after school specials in November.

Except for small UHF stations, most of the managers of Bay Area television stations were familiar with the FCC guidelines. However, very few had plans to change any program schedules or commercial practices. KGO will drop "Uncle Croc's Block", translate "Countdown" into Spanish, and "Young Sounds" will be replaced by a local show, "Best in the Bay Area".KRON believes that the network will give them help, and KPIX states that CBS has notified them that the number of commercial minutes in Captain Kangaroo will be reduced.

The overall evaluation for San Francisco stations reveals that children's television program service in San Francisco is poor to inadequate and no station meets the FCC guidelines. San Francisco stations, in order to meet the guidelines,will have to drop derisive cartoons and break up the Saturday and Sunday schedules so that the majority of quality programs is mixed throughout rather than primarily in early morning or in early afternoons. In addition, more local programming must be added to the schedule.

San Francisco children are unique in that the majority of public school children are Black, Asian, and Spanish surname. As a matter of fact, the largest Chinese population anywhere outside the Orient live in the Bay Area, and have played an important part in the history of the area.

San Francisco was once under Spanish and Mexican rule and its past is strongly reflected in its present culture. There is little evidence of these facts on television for children who are dedicated to carry forth this proud heritage.

NEW ZOO REVIEW:

1. The age group intended for this show is confusing - age four or ten? Problems (such as "running away" or "telling lies") are presented dramatically and with such silliness that a pre-schooler can grasp the crisis but then the format switches to comic opera and the solutions are mired in song and dance, such that only second graders (possibly) and up can grasp the final resolution.

2. All the characters are sickeningly stereotyped.

3. Gender roles are negative (female especially).

4. The social issues presented do relate to a child's capabilities. The child can deal with them.

5. Although behavior problems (telling lies, procrastinating, running away, etc.) are presented and solutions found, the human relationships on the show are so negative and abusive that it's like the pot calling the kettle black! How can improved behavior take place in an atmosphere of back biting, ridicule, teasing, gossip, criticism and rudeness? No wonder Henrietta is overweight!

6. The techniques (as listed in five above) of problem solving are not positive.

7. The program mixes fantasy with stereotyping in having an overweight female be a hippo with a Southern accent.

8. How can back biting and ridicule enhance the quality of a child's play?

9. I find little real humor in the show.

10. The solutions to the problems are too quickly presented, the operatic style clouds the solutions, and makes them complex rather than clear.

11. Costumes and sets are beautiful. The music is lively and beautiful. These are the real attractions, not the content.

12. The New Zoo Review (despite its NEA approval stamp) is at the bottom of the list of shows I let my children watch.

All in all, I think the New Zoo Review would bore an elementary school child for whom the solutions to the problems are designed, and because of the negative human relationships and difficultly sung solutions is inappropriate for younger children. This show angers me more than most because it claims to be more than "entertainment," and fails so much to live up to that claim. At least Hanna-Barbera are honest in being "just out for a fast buck."

SEATTLE/TACOMA

There are four commercial stations in the Seattle/Tacoma area.

Weekend network shows	19
Weekend non-network shows	1
Weekday network shows	7
Weekday non-network shows	58

Fifty-five hours of non-network programs on commercial stations are aired in the Tacoma/Seattle market. Twenty of these hours are devoted to cartoons ("Speed Racer," "Mighty Heroes," "Porky Pig," and "Flintstones. Fifteen hours are devoted to adult shows aired for children ("Munsters," "Gilligan's Island," "Beaver") Ten of these hours are non-age specific syndicated children's programs ("Mickey Mouse Club" and the "New Zoo Review") and five of the daily hours are devoted to a non-age specific children's programs which is locally produced by the CBS affiliate station. Four syndicated programs are aired on a once-a-week basis. Interestingly, three of these programs are aired at 10:30 in the morning and are designed for pre-school children ("Dusty's Tree House," "Boomerang-locally produced," and "Kukla, Fran and Ollie."_) The unusual 10:30 a.m. time slot is probably due to the availability of a Canadian Children's program in the time period. Captain Kanagroo is the only weekday network program aired daily.

The cartoon shows failed to present any information, 89% of the time, and when the cartoons did present information on history, human relationships, and/or sex roles, the information was presented negatively 99% of the time!

The network and syndicated programs for pre-schoolers ("Dusty's Tree House," "Kukla Fran and Ollie," and " Captain Kangaroo") as well as the "New Zoo Review presented positive and accurate information 29% of the time, but negative 4 % of the time.

The locally produced shows, "Boomerang," "J.C. Patches," "I Like Myself," "How Come?" presented positive and accurate information 29% of the time; but, importantly, they covered a broader range of subjects than the syndicated pre-school material.

Live action programs aired for children (i.e. "Gilligan's Island," "Beaver") presented virtually no information at all and negative information outweighed positive information 2 to 1.

Syndicated material selected by local broadcasters for the afternoon schedule included shows such as "Call It Macaroni", "Carrascolendas," "Four Children," "Special Treat" (NBC) , The ABC Afternoon Special (monthly) presented positive and accurate information 41.5% of the time and only presented two destructive actions that were rewarded 79% of the time.

A comparison of locally distributed and/or produced material to network-generated programming is particularly relevant in this market. Local programming is obviously more attuned to the needs of children than network supplied programming that is so far removed that it often fails to realize that a major segment of society is composed of real people with real needs -- CHILDREN!

Commercial practices varied. The NBC station used visual separation devices - included a ten second pause- some of the time, but not all of the time. However, the number of commercials per show was excessive,

which is as important a consideration as the length of time. For example, the ABC "Afternoon Show" contained 21 commercials and 16% of them were for sugared cereals and snacks! The ABC affiliate used a visual and auditory separation device approximately half the time, which creates the question of the intent of the device, as program identification or as separation device ("Funshine Saturday" or Fun Shine Weekend) The CBS affiliate used both a visual and auditory separation device in the majority of its programs. However, the monitor questioned the practice of airing commercials in the education segment called "In the News." The independent station used no separation devices, aired more commercials than the other stations, and did not originate any local programming. no stations featured a host selling products, nor were brand names displayed with the programs.

The general managers of the four commercial television stations were familiar with the FCC Guidelines for children's television. All of the stations stated that they beleived that they were meeting the requirements outlined in the Guidelines. No station had any plans to drop any programming or change any commercial practice, or add separation devices between ads and program content. No network affiliate had been informed of any proposed changes by the network. Both theABC and the CBS affiliate announced they would carry monthly network specials after January 1st. The stations'ascertainment procedures made no particular effort to determine the needs, problems and interests of youth, but the Puget Sound ACT group made it available. The independent station had no response to the question on ascertainment and called the monitor back with a prepared statement. The stations had no plans to make any change whatsoever in their children's programming.

Tacoma and Seattle Washington are located near the numerous branching arms of Puget Sound which forms one of the best systems of harbors in the world. The surrounding area is renown for its summer and winter recreation activities, its rich forestlands, wild life, and its proximity to Vancouver Island, Canada. Shipbuilding, airplane manufacturing, and food processing are the dominant industries. Seattle and Tacoma are a gateway for the world and as such, have a very diverse population. 27% of Seattle's school-age children are Black, Japanese, Spanish, and Chinese, Indian, and Filipino. It should be noted that there are 18 Native American land areas in the state of Washington whose people have made significant contributions to the history and culture of the state.

WASHINGTON D.C.

Washington D.C. has five commercial television stations: the three networks and two independents. NBC owns and operates channel 4 (WRC). The weekend network feed generates one hour of children's programming and 6 hours of non-network programming. The weekday schedule breaks down to two hours of network programs and 10.5 hours of non-network shows.

On Saturdays, NBC follows the network feed exactly; one exception is "Kukla Fran and Ollie", shown at 4:00 p.m., which seems to be interrupted quite frequently for football games. The CBS affiliate offers Villa Allegre at 7:30 a.m. AT 8:00 a.m. the station screens the "C.R. Show" and at 11:30 a.m. --"Clubhouse." The latter two programs are the stations only locally produced programs.

The ABC station shows "Make a Wish" at 7:00 a.m. on Saturday. At 9:30 a.m. they air "Magic Door", the station's only locally produced show. It involves crafts, talk, and skits. One monitor gave the show a good review, but it is Channel 7's only locally produced program.

Sunday television shows in Washington offer the usual dearth of children's programming. In fact, the ABC station, the CBS affiliate, and one of the independents showed absolutely nothing for children during the monitoring week. NBC airs Disney and "It's Academic." The other independent station shows "The Lone Ranger" at 11:00 a.m. This program, is of course, really not for children, and in fact, promulgates very unhealthy stereotyping of Native Americans through the character of Tonto.

The weekdays are also in sad shape concerning children's programming. Neither the ABC station nor the NBC affiliate airs any children's shows during the week. This is in direct violation of the FCC guidelines. Re-runs of : "Happy Days" are shown daily at 11:30 a.m. on ABC. This show is obviously not for pre-schoolers; however, they are probably the only children who would be home at 11:30 a.m. Of the networks, only CBS includes children's programs in its daily schedule. Captain Kangaroo is aired M-F at 8:00 a.m. Unfortunately it is CBS's only children's show during the week.

With few exceptions, Washington's independent stations air only the normal syndicated fare during the week. These would include such shows as "Speed Racer," "The Lone Ranger, " "Bugs Bunny," and the "Munsters." The exceptions are the re-runs of the "New Zoo Review" (M-F at 7:00 a.m. on Channel 5)."Romper Room", shown daily on Channel 20 at 9:30 is the market's second pre-school program.

CCT's monitor conducted interviews with general managers or program directors of four of the five commercial stations in Washington D.C. All four men stated that they were familiar with the FCC guidelines for children's television.

Channel 4, WRC, is owned and operated by NBC. When we spoke with its general manager, he said his station had already met the guidelines. He used examples of locally produced and network programming, which NBC had to offer. Only one show was weekly ("360" the week we monitored; unfortunately it was cancelled by the World Series). The other, "Youth News," a locally produced show, received good reviews, but is aired only once a month. The same applies to Shari Lewis, shown monthly at 1:00 p.m. on Tuesdays, thus only pre-schoolers can view it. The other locally produced program on NBC is a show called "It's Academic", which is a quiz show for high schoolers. It's aired on Sundays at 6:00 p.m. and reviews from our monitors rated it "excellent."

The same monitor (our coordinator for the area) added, however, that in her opinion the ABC station is one of the worst offenders to children's TV by the sin of omission. They air nothing for children during the week, except for "Wild Kingdom," shown Tuesday at 7:30 p.m., which is not a show specifically for children.

Channel 7's (ABC's) program manager was interviewed. He also claimed that his station has met the FCC guidelines. He added that weekly syndicated specials and locally produced instructional TV would be added, but gave no specifics as to when and what times. The program manager refused to answer any more of our questions because he claimed that anything going to the FCC should be answered in more detail (we weren't limiting his answers). He added that he was not necessarily serving a community need by showing locally produced children's programs because he doesn't have the money to do as good a job as the syndicated specials he can buy. He added that no one would watch the locally produced shows. Apparently he did not see fit to mention that his station locally produced Magic Door, which received acclaim, and a locally produced special (of a high school musical variety revue) received critical acclaim from both the Washington Post and the Star.

The CBS affiliate's general manager of children's programs was interviewed and stated that his station met the guidelines "long ago" so he does not plan to add any new programs, in January.

The independent station, Channel 20's program manager, when asked what plans his station made for the January deadline, replied that it was a difficult question and he would rather "hold off for a while on that one." He said the station has no plans for any new programs and although they might add some instructional segments to existing programs he made no claim to any educational content. In fact, the manager admitted that his station was not as effective as they could be.

None of the stations had any plans to drop programs due to the FCC guidelines.

Washington D.C. is the most unique city in the U.S. It is both the country's capital and the school population is 95% Black. It is the only city in the U.S. that is run by Congress. It is a city of extreme contrasts, housing the buildings which comprise our government and the huge ghetto. There is a very large diplomatic service which involves many non-English speaking people.

The monitors in Washington produced some excellent critiques of the programming. Aside from the few age-specific and special programs, most of the rest of children's programming was found to be lacking in the areas which the FCC uses to delineate between education and entertainment. (See Fed Register page 22, vol 39, No. 215). For example, the following are excerpts and reviews of Channel 20's "Super Hero."

"The most disturbing thing to me was the pace. I attempted to watch "Super Hero" and there was such a blur of action and noise that I couldn't even follow the plot. I was fatigued from the continued up beat;the characters should be developed so that a child cares about them. I believe that the child's sensibility should be aroused. If conflicts were solved not only in a more positive way, but made in a more reasonable way, the child could identify with the hero. I think the child would be better able to make judgments if he could respect the strength, self-sacrifice and perserverence of the hero. Most problems were solved by instant annihilation. There was little artistic value in the show. The music was, at times, unbearable." She added , "I don't think hand-me-downs are good enough for children. If "Gilligan's Island" and the "Lone Ranger" are going to be used as children's shows, then they should be revised and tailored to meet the needs of children."

Another monitor/housewife observed that some of the shows which seem to be for some children because of the time period, are really not. She watched "Father Knows Best" at 9:30 a.m. under the impression it was for children; however, the commercials were for Carpet Cleaners, L'Egg nylon stockings, and a computer service center.

October 16, 1974

Mr. Herb Victor
President
KBHK-TV Channel 44
420 Taylor Street
San Francisco, Calif. 94108

BAY AREA ASSOCIATION OF BLACK PSYCHOLOGISTS
C/O 2201 SUTTER STREET
SAN FRANCISCO, CALIFORNIA 94115

Dear Mr. Victor:

We appreciate the sensitivity and concern shown by Station KBHK-TV in providing a special meeting and screening of the Little Rascals - Our Gang television series for several members of the Bay Area Association of Black Psychologists on September 27, 1974.

We would like to respond in terms of both a critique of program content as it pertains to Black children and rebuttals to the arguments advanced supporting its continued presentation.

As a result of the screening and our selected viewing of broadcast episodes, we have the following comments:

1) Black characters are consistently presented as passive, lacking in both positive leadership or assertiveness. In fact, the only incidences of assertiveness occur in delinquent situations, e.g., "Buckwheat" leads the gang in stealing apples, but otherwise is a relatively silent follower.

2) In addition to depicting Black characters as passive and delinquent, there is a consistent portrayal of Blacks as intellectually deficient and lacking in verbal facility. Black characters are consistently depicted as sources of misinformation and ingnorance. In this series Black children are often behaving in ways which

are clearly below their age levels. For example, when a pre-adolescent Black child and a pre-school White child are both frightened by ghosts, the White child runs directly away from the situation and the older Black child literally runs in circles. Not only do these portrayals offer poor models of cognitive functioning to Black children, they also contribute to the stereotyped view of Blacks as ignorant and easily immobilized by stress.

3) The failure of this series to present an accurate and adequate representation of psycho-social reality for Black children is another area of major concern. Black child characters are usually presented in isolation, and are devoid of Black adult and/or familial relationships. Relationships, in fact, with Black female children, cannot be evaluated since there are no Black female characters in the series. The importance of this point is highlighted by the observation that the characterization of "Farina" is usually mistakenly identified as female. This, we in turn, recognize to be a dangerous added source of sexual-identity confusion for Black children viewing the program.

Substantial interpersonal relationships of any kind amongst and between Black characters are rarely seen. Consequently, we feel that not only are opportunities for development of adequate social and racial identification extremely limited, so too does the evident lack of Black familial and interpersonal relationships drastically curtail the series' value in contributing to the Black child's overall positive mental image.

As a result of the above comments, it is our professional opinion that the Little Rascals - Our Gang series is psychologically harmful to Black children and should be immediately removed from your programming.

We realize that the Little Rascals - Our Gang series has become a popular series in certain communities and that often the rationale given for a continued airing is that it presents Black and White children together. Implicit in this argument is the idea that the mere presence of a Black person among Whites indicates "integration" and social equality. American history contradicts this. Although this may appear to be "integrated", it does not depict Black and White children equally. Indeed, these movies were made at a time of nationwide segregation and inequality and they reflect the attitudes and mores of that era. The gross disparity between the depictions of Black and White characters has already been noted above.

Arguments have also been advanced that the series is non-offensive when viewed in a historical perspective. However, developmental psychology teaches us that children are unable to comprehend social/political issues in a historical context.

While a sincere attempt has been made to edit the more obviously objectionable portions of the series, the program continues to do a disservice and harm to the psychological development of Black children. As noted above, the edited versions are replete with images, characterizations, and interactions which present the Black child in a negative manner and which cannot be adequately counterbalanced by your other children's television programming. The seriousness of the impact of such negative

programming is well documented in studies which show that Black children watch more television and accept what is shown on television as "real".

Regardless of other endorsements, it is our position that the Little Rascals - Our Gang series is not in the best interest of the mental health of Black children and should be discontinued.

We await your response on this matter.

Sincerely,

Allen Carter, Ph.D.

Allen Carter, Ph.D.
Member: Bay Area Association
of Black Psychologists
Television Review Committee

Wade W. Nobles, Ph.D.

Wade W. Nobles, Ph.D.
Chairman: Executive Committee
Bay Area Association of Black
Psychologists

cc: Sally Williams
Bay Area Urban League
NAACP - San Francisco
Black Social Workers
Association of Black Probation Officers
Association of Black City Planners
NAACP - Los Angeles
Black Psychiatrists of Northern California
Etc. - etc.

AC:WWN:nlw

Terrence O'Flaherty Views TV

See for Yourself

THIS WEEK has been designated by the ABC network as Open House Week For Children's Television — part of a national campaign "designed to encourage parents to watch children's television shows with their youngsters."

Obviously such a proposal is a deliberate act of public cruelty on the part of ABC and I expect every decent, red-blooded American parent to refuse to cooperate.

This time the television industry has pushed too far. Surely parenthood itself is sufficient punishment for the sins of the average American couple without adding *this*. It's enough to send daddy to the drug store immediately.

* * *

CONSIDER these perils to American parenthood presented by this insidious proposal:

1. The danger to adults who are teetering on the edge of madness already. As little as 30 minutes spent with "Groovy Goolies," "Grape Ape" or "Hong Kong Phooey" might be enough to topple them into the dark abyss.

2. The possibility of permanent damage to adults with sensitive ear drums (if there are any in this generation of parents, that is.)

3. Potential intellectual shock suffered by parents with IQ's over 80 who had assumed that shows like "Phyllis," "Happy Days" and "Welcome Back Kotter" were *designed for children*. Parental discovery of a whole substrata of children's programming based on plastic toys and cereals that go "pop!" might overwhelm some adults and seriously impair their ability to bear in the future.

* * *

IN ITS announcement of visiting hours for adults in the Saturday Morning Swamp operated by commercial television in the name of childhood, ABC is joined by the Group W Broadcasting Company (represented in San Francisco by KPIX), Meredith Broadcasting, and the National Education Association.

"Open House Week is actually a statement by broadcasters that we are proud enough of what we've been doing in children's television to invite parents, teachers, critics, and all adults to take a look and see for themselves," said ABC's vice president in charge of children, Squire D. Rushnell. "Implicit in this is the belief that, as parents ourselves, we encourage more parental influence over the viewing habits of children."

I share the concern of psychiatrists, broadcasters, educators and others who have taken so long to understand what the critics have been yapping about for 25 years and I salute ABC for doing more about developing good children's programming than either NBC or CBS. But I am convinced that the whole pack fails to understand that the greatest need is for gentle, sweet, wide-eyed, innocent excursions into the joys of *childhood*— not hyped-up cartoons with a deafening soundtrack.

* * *

AND WHAT'S often worse than the animation mania is the overdose of social messages heaped on children's heads by reformers who have made a shambles of childhood. Until a youngster has discovered the simple pleasures of flowers, clouds, bugs, breezes, animals and smiles, he's not going to be ready for dealing with the kid next door.

As it stands now, the *young* children are watching the teen junk — and the teens are watching adult programs. With the exception of a very few programs like "Mister Rogers' Neighborhood" and "Captain Kangaroo" there aren't any children's programs on the air at all.

Despite the risks outlined light-heartedly at the start of this column, every parent should accept the ABC invitation. Or accept the consequences. Start with ABC's excellent "Afterschool Special" series today at 4 p.m. on Channel 7 titled "The Shaman's Last Raid" about an Apache medicine man. This is what should be on TV Saturday.

CHILDREN'S TELEVISION PROGRAM PROFILE

Channel _____ (no. & call letters) in _____ city, _____ state viewed from _____ city, _____ state on cable ___ yes ___ no

Network affiliation _____ (if none write independent) UHF VHF (circle one) _____ station owner NAB member ___ yes ___ no NAB Code member ___ yes ___ no

SCORE CHART

44

	Program Names					
1. Day aired (Sat, Sun, M, T, W, Th, F)						
2. Time of day						
3. Program source: N for network, L local, S syndicate						
4. Production company name (Hanna Barbera, etc.)						
5. Program age: R for rerun, C continuation, NP new this season.						
6. Program schedule: D for daily, W weekly, M monthly, S special.						
7. Intended Age Group: P for pre-school, S school age, N no age specificity.						
8. Type of program: C for cartoon, L live action.						
9. Program concept: Was originally produced [illegible] adults? Yes or no.						

	Program Names (repeat)					
10. Program concept: Is it a take-off on an adult show (ie- Oddballs for Odd Couple)? Name program copied.						
11. Program content: a. straight entertainment: yes or no.						
b. Comedy: S for slapstick, A adult humor, C child humor.						
c. Action, drama: yes or no.						
d. Informative: yes or no.						
e. Effective (Mr. Rogers) or Cognitive (Sesame Street): A or C.						
12. Actions of characters: a. Constructive acts 1. No. rewarded						
2. No. punished						
3. No. no consequence.						
Destructive acts 1. No. rewarded						
2. No. punished						
3. No. no consequence.						

Score Chart 2

	Program Names (repeat)					
13. Presentation of information: A for accurate, P for positive, N negative, O for not presented-						
History						
Science						
Literature						
Environment						
Drama						
Music						
Fine Arts						
Human Relationships						
Other cultures and languages						
Reading						
Math						
Sex roles						
Age roles						
14. Commercials:						
Total number						
Clustered at beginning or end? Yes or no.						
Type (numbers of each):						
Sugar cereals or snacks						
Fast foods						
Toys						
Other						
15. Type of auditory and/or visual separation between program and commercial. Describe and count times used. If none used, write N.						
16. Host-selling techniques: (Capt. Bob pitching, using, or introducing product) P for pitching, U using, I introducing a commercial- don't count station break.						

	Program Names (repeat)					
17. Cartoon character or live character used in ad (Popeye, Flintstones, etc.): Name character and product.						
18. Products or brand names displayed in programs. If yes, name product(s). If no, write O.					45	
19. Other messages, promotions or public service messages. Name.						
20. Educational fillers (ie Schoolhous Rock, Snippets, In the News, etc.) Name and note length (30 seconds- five minutes, etc.).						

Score Chart 3						
21. Note any station slogans relating to children (ie "the station that loves kids") or contests for children. If none, write 0.						
22. Evaluation: 1. In your opinion, does the station meet the FCC guidelines? Yes or no.						
2. If no, what are your suggestions for improvement? (Use an extra page if necessary.)						

Monitor Profile (optional)

Sex _____

Age _____

Race _____

Parent? _____
Ages of kids _____
Their schools-
public (pb)
private(pr) _____

Your occupation _____
Income:
0-$8000 (1)
$8000-16000 (2)
$16000-24000 (3) _____
$24000 & over (4)

Residence:
City (C)
Suburb (S) _____
Small town (T)
Rural (R)

Education:
Elementary (E)
High School (H)
College (C) _____
Graduate work (G)

Family:
Single parent (S)
Two parents (T) _____

STATION MANAGEMENT QUESTIONNAIRE

Station # ____ Call letters _____ Address _____

General manager _____

Sample introduction:

I am participating in a nationwide evaluation of the 1974 FCC Guidelines on Children's Television. I am calling on you to obtain information so that I can complete a profile of our community's television service for children.

Questions:

1) Are you familiar with the FCC Guidelines for Children's Television?

2) What plans has your station made to meet the January, 1976, deadline?

3) Can you give me an idea of new children's programs that will be added to your schedule in January? Will they be locally produced or will you be buying them from outside sources?

4) How have you determined the needs and interests of the children in our community in order that you can select new programs?

5) Do you plan to drop any programs from your schedule in January or to change the times that you'll be airing any programs due to the FCC guidelines?

6) (If the station is a network affiliate) Has the network given you any advance information regarding changes or additions in children's programming for January of 1976?

Sample close:

Thank you for your cooperation in assisting with the evaluation. I will be happy to share the results of the evaluation when they are available. Good-bye.

Your comments on the interview: (use the back of the page if necessary)

ACKNOWLEDGEMENTS

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